

## MEMORANDUM

DATE: September 14, 2020

TO: The Planning Commission Working Group

FROM: Jose Ribeiro, Senior Planner II  
John Risinger, Planner

SUBJECT: Engage 2045 Comprehensive Plan Update Population Chapter

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The Population Chapter Technical Report, Technical Appendix, Community Guidance Update, and the 2035 Adopted Goals, Strategies, and Actions (GSAs) are provided for the Planning Commission Working Group's (PCWG's) first review. One significant update is the change in the name of this chapter from "Demographics" to "Population," which is generally defined as "all the inhabitants of a particular area." Population seems to be a better title for this chapter of the Comprehensive Plan as its intent is to describe and provide information about the characteristics of the population that comprise our community. Another update is that the chapter "Population Needs" has been incorporated into this chapter. Both chapters have similar subject matters and organizing them under one single chapter appears to make the discussion more comprehensive.

The existing data of this chapter was revised to reflect current demographic data available from the most recent decennial Census (2010) and the 2018 American Community Survey (ACS) five-year estimates for James City County. The five-year estimates are published for areas with populations of all sizes and are the most reliable and precise of the ACS period estimates as well as the most comprehensive. The following information has been revised and/or introduced to this chapter in accordance with the 2018 ACS five-year estimate and information provided by the Weldon Cooper Center for Public Service and the Hampton Roads Planning District Commission:

- Population growth;
- Age, race and ethnicity;
- Average household size;
- Educational attainment;
- Median household income and poverty;
- Population projections;
- Population by nativity and foreign born and language spoken; and
- Age cohort projections.

Also, the text pertaining to youth and senior citizens has been updated to reflect updates on programs and services with the assistance of staff from the County's Social Services, Police, and Parks and Recreation Departments.

In addition to the chapter text, a variety of demographic data is available in a technical appendix. The concept of the technical appendix is that it will contain the majority of the raw demographic data in table and graphic forms with some limited text. In addition to typical demographic information the technical appendix also contains:

- At-a-Glance Demographic information for James City County;
- Demographic information for the County's 11 census tracts; and
- Information about the 2019 Homelessness Point in Time Count.

The appendix will provide additional information beyond what is found in the chapter text. Also, the Census 2020 data is currently scheduled to be released to the public on March 31, 2021. While staff would like the opportunity to be able to use the 2020 Census data, unfortunately the Population chapter will be near completion in the review process. After the 2020 Census data is released staff intends to update the technical appendix and post the updated version for the public.

The chapter and the technical appendix are intended to be easier to read with shorter text summaries and more visual elements such as traditional graphics, as well as infographics which combine interesting visual elements and data to convey information. In the next version of these documents, staff is planning some conversion of tables to charts in the technical appendix and exploring the creation of additional infographics to further illustrate the demographic data.

### *Community Guidance*

The Community Guidance document summarizes the public input related to the Population Chapter that has been received to date from the scientific survey and the first round of community engagement (Attachment 2). A second round of community engagement is on-going and a third round of community engagement is tentatively planned for December 2020/January 2021. As the results of the upcoming community meetings become available, staff will update the Community Guidance document for review by the PCWG. It is intended that a summary of all the community guidance will be included within the chapter text for the final version.

### *GSAs*

For this initial review, staff has not revised the Goals, Strategies, and Actions that were adopted for the *Toward 2035 Leading the Way* Comprehensive Plan (Attachment No. 4). Staff is currently beginning to examine potential revisions to the GSAs and has tentatively identified some actions to be potentially revised such as PN 2.2; PN 2.8; PN 3.7; and PN 4.1 to update the names and status of programs, and new actions such as support for multigenerational housing.

Members of the PCWG are welcome to provide initial suggestions and comments regarding the revision the GSAs. In addition, staff welcomes PCWG guidance on possible questions to include in the third round of public engagement that might help the PCWG provide guidance on Population Chapter GSA revisions.

JR/JR/nb  
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### Attachments:

1. Draft Population Chapter Technical Report
2. Draft Population Chapter Community Guidance
3. Draft Population Chapter Technical Appendix
4. Existing Population Chapter GSAs
5. Population Chapter Presentation